

Embedding Search & AI: Monetize Data & Unlock New Revenue Streams



Rick Demare

RVP, ThoughtSpot

Increasing Application Stickiness to Unlocking New Revenue Streams



Client Analytic Reality



In today's world, if we want something, we just search for it

Google

amazon

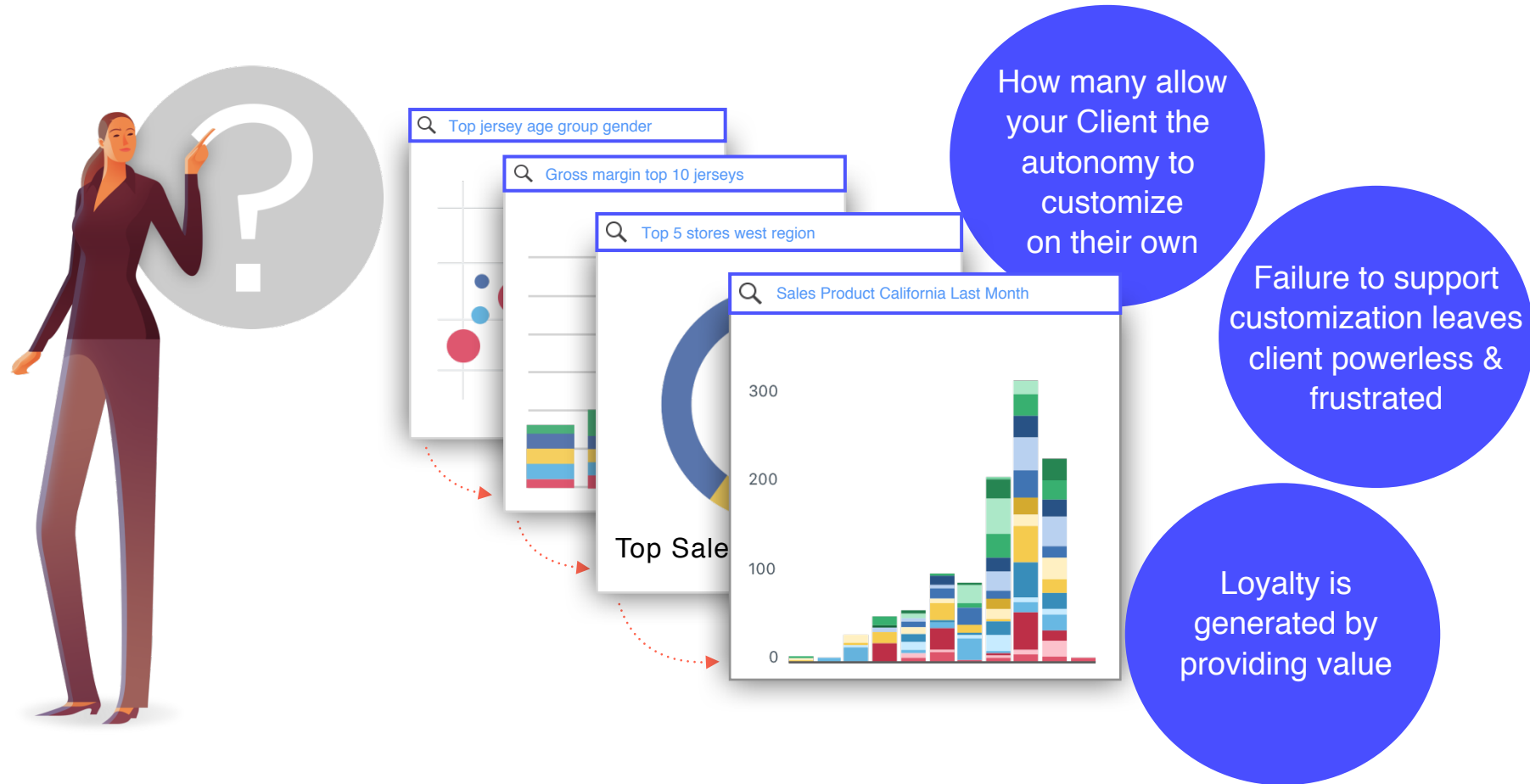
NETFLIX

LinkedIn

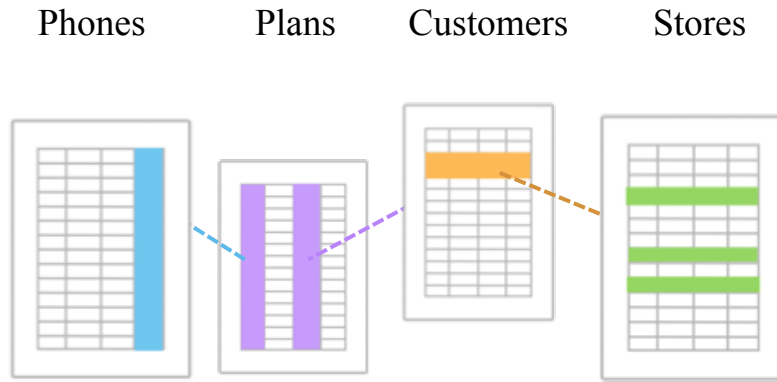
yelp

- Easy
- Fast
- Guided/Augmented
 - AI
 - Machine Learning
- Sticky
- Detailed
- Hides Data Complexity
- Massive Scale

Any Analytic offering can be customized to meet a specific need or question



Impossible to always ask the right question



Items	Dims	Combinations
Phones	100	100
Plans	30	3,000
Customer Segments	200	600,000
Stores	2,300	1,380,000,000
Time Frames	136	187,680,000,000

Possible Questions

187,680,000,000

Search and AI are the future of analytics



“ By 2020, 50% of analytics queries will be generated using search, natural-language processing or voice, or automatically generated.”



“ Increasing customer retention rates by 5% increases profits by 25% to 95%

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DATA ANALYTICS CONFERENCE

Thank You



Pat Deshler

Vice President

Technology Product Delivery



Scott Masson

CTO



Darren Williams

Head of MI and Data

Embedded Search & AI: Data Recognition Corporation



Patrick Deshler

VP, Technology Product Delivery
Data Recognition Corporation

Data Recognition Corporation (DRC)

- Company and industry overview
- Value derived from embedded ThoughtSpot
- Examples of DRC INSIGHT Interactive Reports

DRC Overview

Capabilities

DRC Annual Online Testing

- DRC INSIGHT system launched in 2010
- Currently used in 50 states, 3 territories, D.C., and international locations
- 40+ million tests delivered in 2017–18
- 57+ million tests projected in 2018–19

Annual Paper Testing

- Production and Distribution
- 250 million scannable pages
- 20 million secure materials
- Scanning
- Over 240 million pages per year
- 40 million pages per week

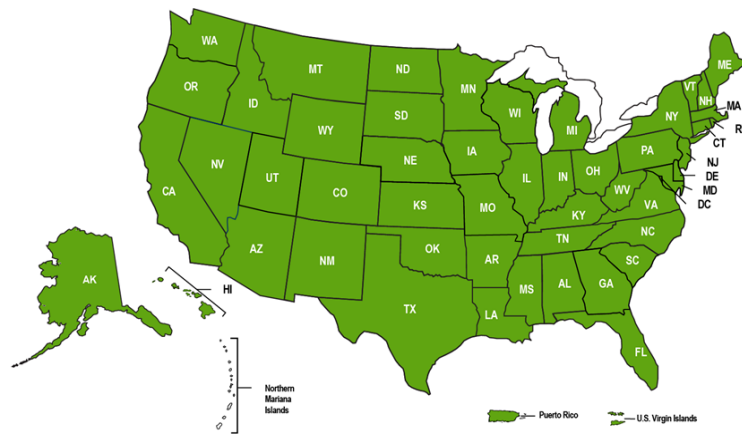
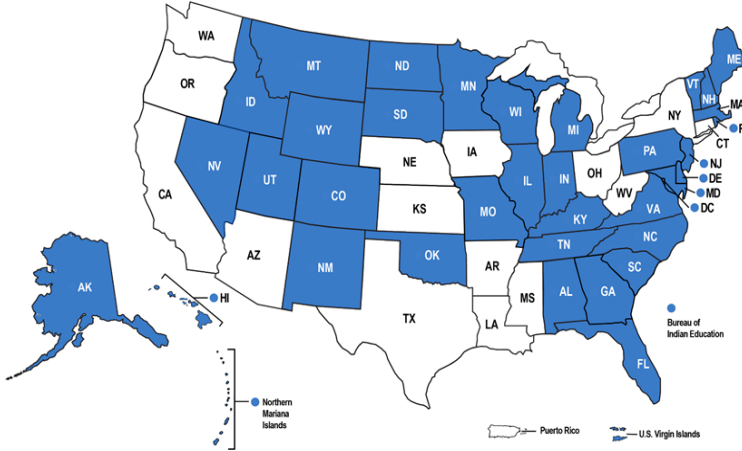
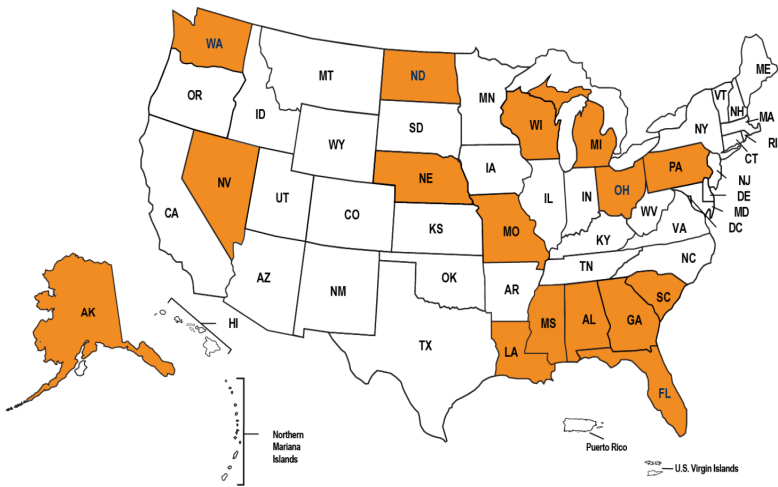
DRC Peak Online Volumes

- 15.3 million tests completed in a single month
- 5.2 million tests completed in a single week
- 1.3 million tests completed in a single day
- 329,150 students testing at the same time
- 7,000 responses processed per second at less than .05 seconds per response

Annual Handscoring

- More than 71 million scores applied
- Eight scoring centers across the country

Market Presence



Value of Embedded ThoughtSpot



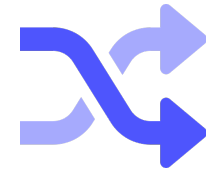
Controlled Environment

The security and integrity of assessment results are of paramount importance to DRC's clients. The ability to control access to specific fields within a dataset is a common requirement demanding reliable protocols for authentication, permissions, data privacy.



Consistent User Experience

As DRC transitions tens of thousands of end users from static reports and data extracts to immersive interactive reporting, the consistency of presentation and ability to systematically introduce new features are critical success factors.



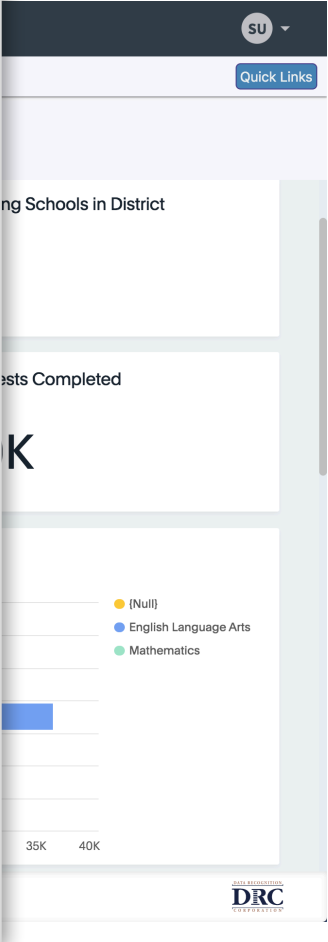
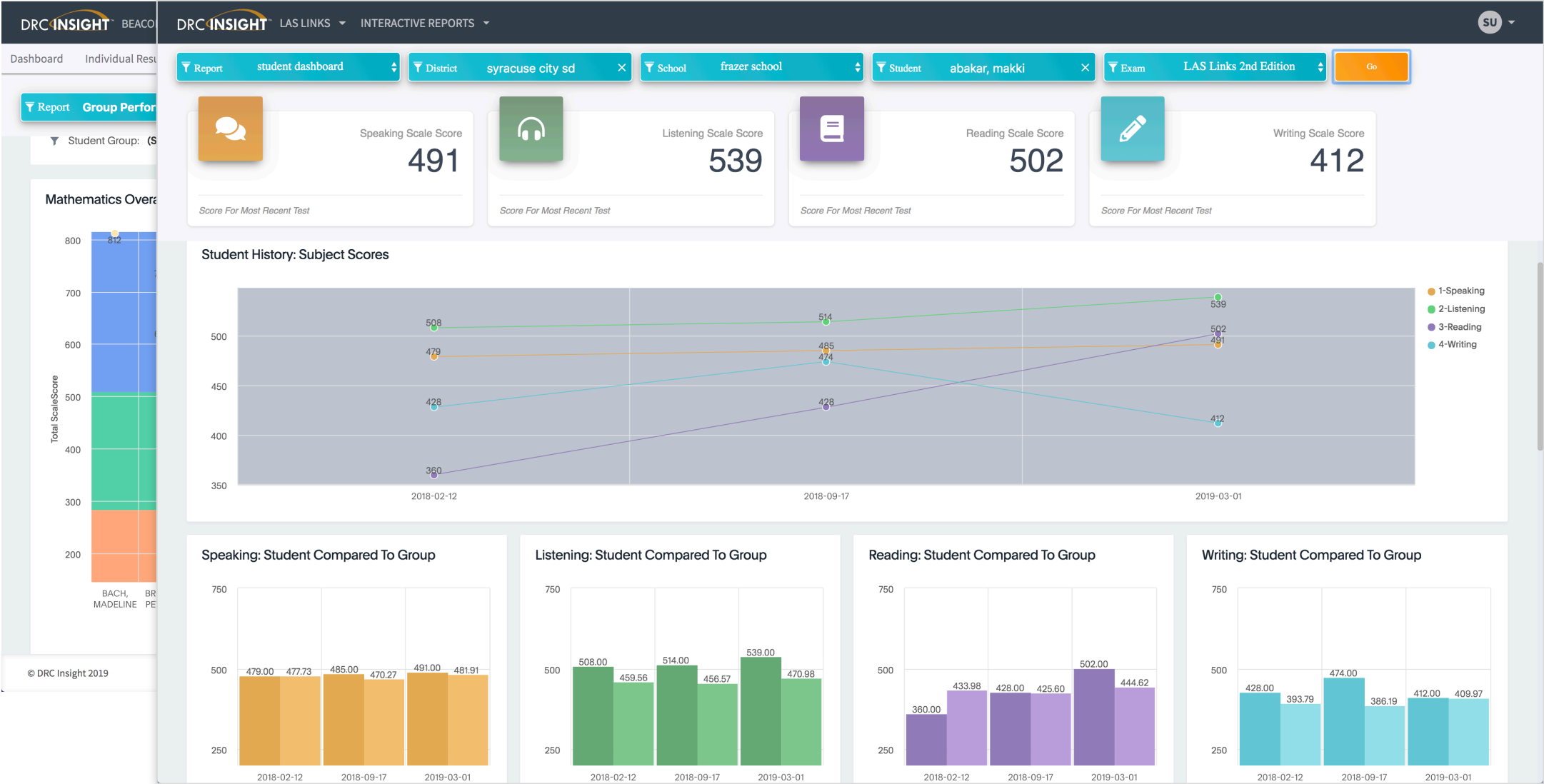
Mix of DRC and TS

ThoughtSpot components and services are an integral part of DRC's product offering, but just one part. The real value for our clients is in the integration and ability to access all of DRC's assessment services from a common portal available across all supported platforms.

Score analysis informs critical decision in the educational space

- Funding levels, Student Placement, Additional Instruction
- Student Graduation, Job Eligibility, Job Security, Work Release

DRC INSIGHT Interactive Reports



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Darren Williams

Head of ML and Data
Clarity



Scott Masson

Chief Technology Officer
Theia

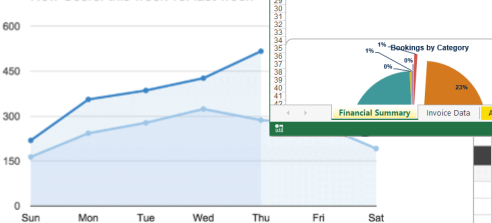
This is what was...

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
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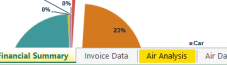
	A	B	C	D	E	F	G	H	I	J
1	INVOICE DATE	INVOICE NUMBER	INVOICE MONTH	DEPARTURE DATE	ACCOUNT	BOOKING METHOD	BOOKING TYPE	TRAVELLER	BOOKER	SUPPLIER
2	04-Jan-16	INVOICE NUMB	Jan	07-Jan-16	ACCOUNT	Offline	Hotel	TRAVELLER	BOOKER	HOTEL BOOK
3	04-Jan-16	INVOICE NUMB	Jan	07-Jan-16	ACCOUNT	Offline	Hotel	TRAVELLER	BOOKER	HOTEL BOOK
4	04-Jan-16	INVOICE NUMB	Jan	20-Dec-15	ACCOUNT	Offline	Hotel	TRAVELLER	BOOKER	HOTEL BOOK
5	04-Jan-16	INVOICE NUMB	Jan	20-Dec-15	ACCOUNT	Offline	Hotel	TRAVELLER	BOOKER	HOTEL BOOK
6	04-Jan-16	INVOICE NUMB	Jan	14-Jan-16	ACCOUNT	Online	Hotel	TRAVELLER	BOOKER	HOTEL BOOK
7	04-Jan-16	INVOICE NUMB	Jan	16-Dec-15	ACCOUNT	Online	Hotel	TRAVELLER	BOOKER	HOTEL BOOK
8	04-Jan-16	INVOICE NUMB	Jan	16-Dec-15	ACCOUNT	Online	Hotel	TRAVELLER	BOOKER	HOTEL BOOK
9	04-Jan-16	INVOICE NUMB	Jan	16-Dec-15	ACCOUNT	Online	Admin	TRAVELLER	BOOKER	Administration -
10	04-Jan-16	INVOICE NUMB	Jan	14-Jan-16	ACCOUNT	Offline	Flight	TRAVELLER	BOOKER	DELTA AIR LINE
11	04-Jan-16	INVOICE NUMB	Jan	14-Jan-16	ACCOUNT	Offline	Admin	TRAVELLER	BOOKER	Administration -
12	04-Jan-16	INVOICE NUMB	Jan	15-Feb-16	ACCOUNT	Offline	Flight	TRAVELLER	BOOKER	BRITISH AIRWA
13	04-Jan-16	INVOICE NUMB	Jan	15-Feb-16	ACCOUNT	Offline	Admin	TRAVELLER	BOOKER	Administration -
14	04-Jan-16	INVOICE NUMB	Jan	07-Jan-16	ACCOUNT	Online	Eurostar	TRAVELLER	BOOKER	Eurostar
15	04-Jan-16	INVOICE NUMB	Jan	07-Jan-16	ACCOUNT	Online	Admin	TRAVELLER	BOOKER	Administration -
16	04-Jan-16	INVOICE NUMB	Jan	24-Jan-16	ACCOUNT	Offline	Flight	TRAVELLER	BOOKER	BRITISH AIRWA
17	04-Jan-16	INVOICE NUMB	Jan	24-Jan-16	ACCOUNT	Offline	Admin	TRAVELLER	BOOKER	Administration -
18	04-Jan-16	INVOICE NUMB	Jan	08-Jan-16	ACCOUNT	Offline	Flight	TRAVELLER	BOOKER	AURIGAY AIR S
19	04-Jan-16	INVOICE NUMB	Jan	08-Jan-16	ACCOUNT	Offline	Admin	TRAVELLER	BOOKER	Administration -
20	04-Jan-16	INVOICE NUMB	Jan	14-Jan-16	ACCOUNT	Offline	Flight	TRAVELLER	BOOKER	TURKISH AIRL
21	04-Jan-16	INVOICE NUMB	Jan	14-Jan-16	ACCOUNT	Offline	Admin	TRAVELLER	BOOKER	Administration -
22	04-Jan-16	INVOICE NUMB	Jan	14-Jan-16	ACCOUNT	Offline	Flight	TRAVELLER	BOOKER	GERMANWINGS
23	04-Jan-16	INVOICE NUMB	Jan	14-Jan-16	ACCOUNT	Offline	Admin	TRAVELLER	BOOKER	Administration -
24	04-Jan-16	INVOICE NUMB	Jan	13-Jan-16	ACCOUNT	Offline	Flight	TRAVELLER	BOOKER	GERMANWINGS
25	04-Jan-16	INVOICE NUMB	Jan	13-Jan-16	ACCOUNT	Offline	Admin	TRAVELLER	BOOKER	Administration -
26	05-Jan-16	INVOICE NUMB	Jan	20-Dec-15	ACCOUNT	Offline	Hotel	TRAVELLER	BOOKER	HOTEL BOOK
27	05-Jan-16	INVOICE NUMB	Jan	20-Dec-15	ACCOUNT	Offline	Hotel	TRAVELLER	BOOKER	HOTEL BOOK
28	05-Jan-16	INVOICE NUMB	Jan	21-Dec-15	ACCOUNT	Offline	Hotel	TRAVELLER	BOOKER	HOTEL BOOK

1	This Week	
2	Last Run On	12/18/2014 19:20:50
3	View (Profile) Name	All Web Site Data
4	Total Results Found	5
5	Total Results Returned	5
6	Contains Sampled Data	No
7		
8		
9		
10	Totals For All Results	ga:newUsers
11		1905
12		
13		
14	Results Breakdown	
15	ga:date	ga:newUsers
16	12/14/2014	219
17	12/15/2014	356
18	12/16/2014	386
19	12/17/2014	427
20	12/18/2014	517
21		

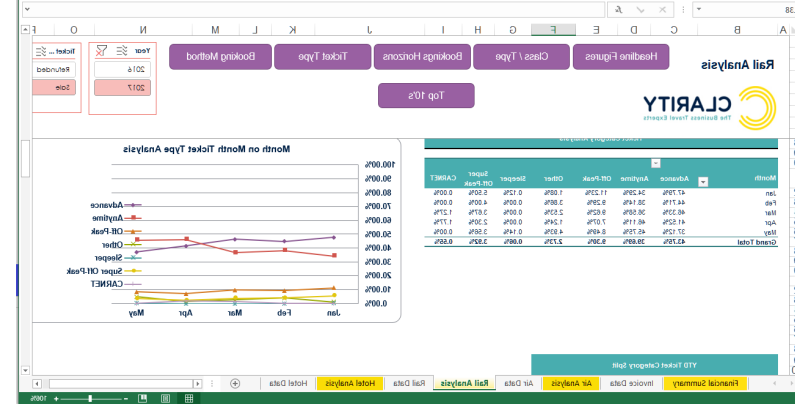
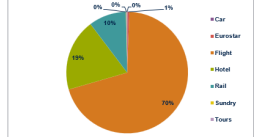
New Users: this week vs. last week

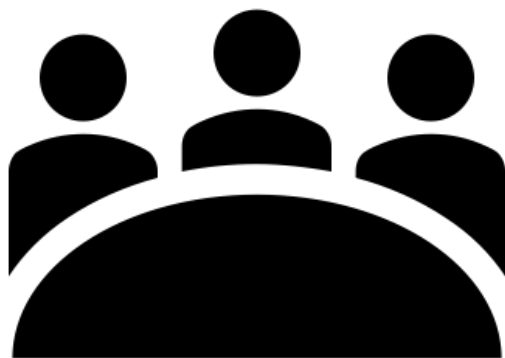


1% Bookings by Category



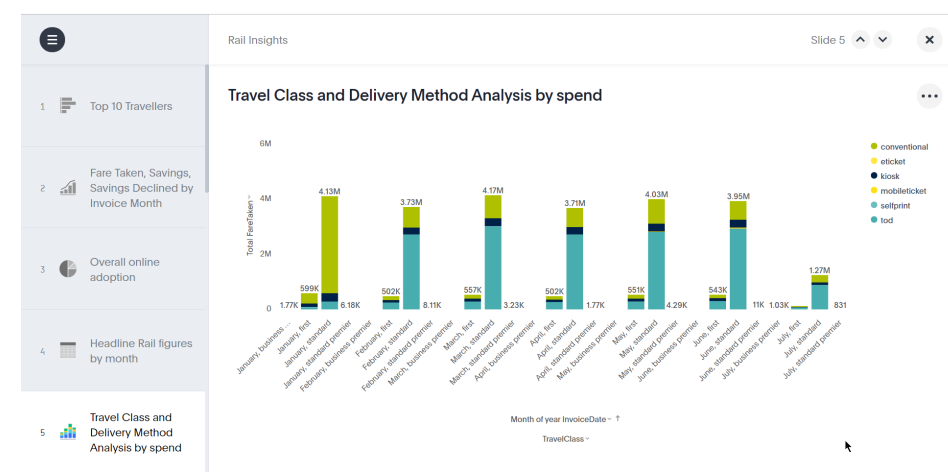
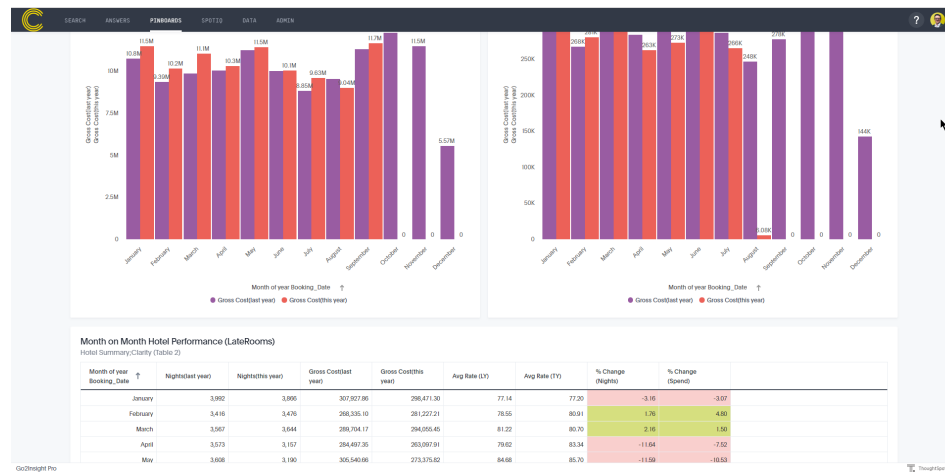
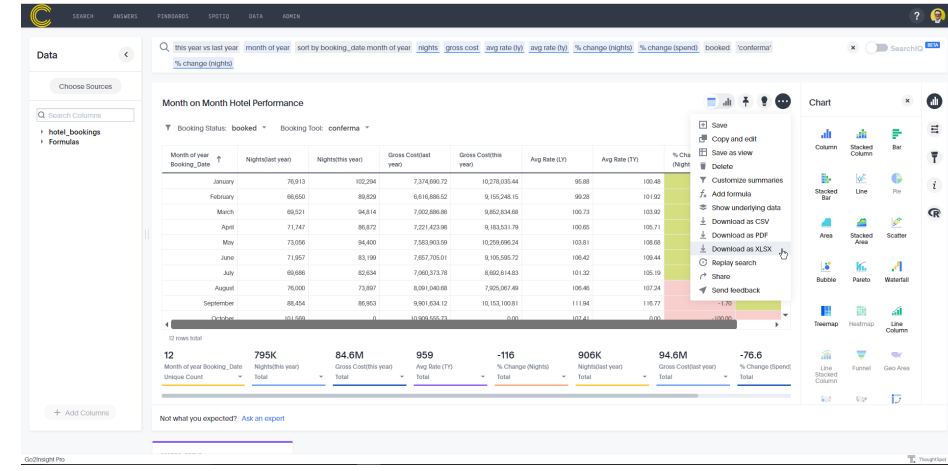
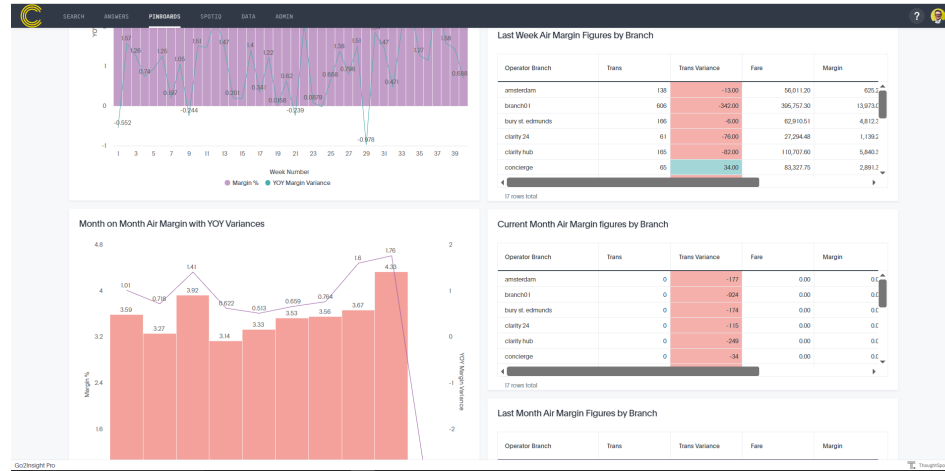
Spend by Category

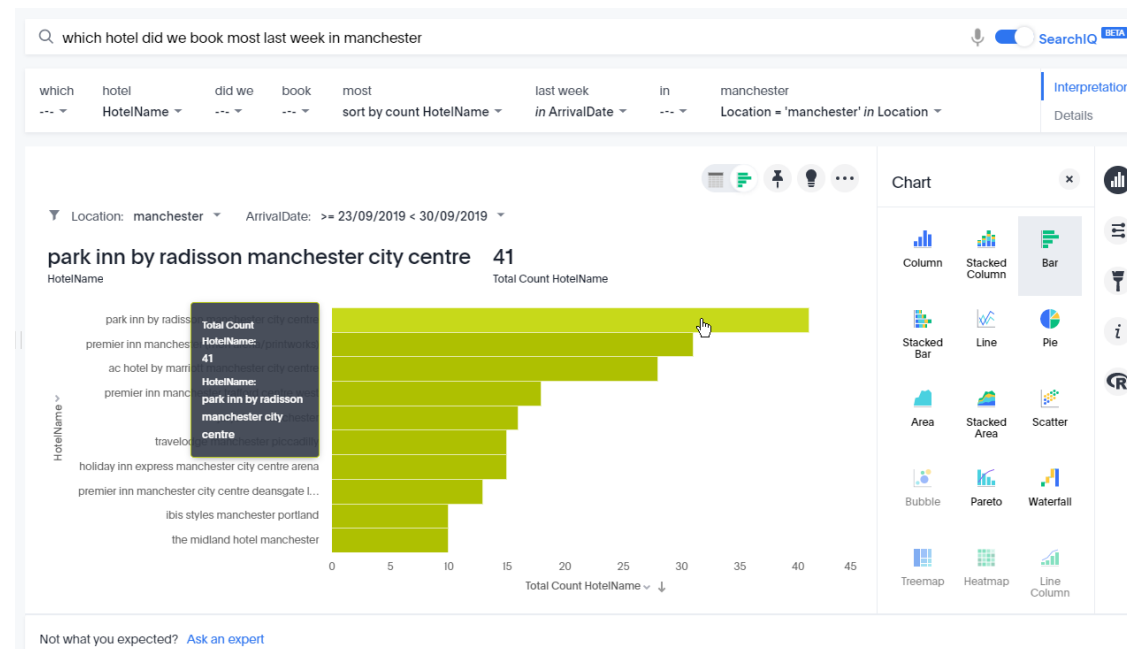
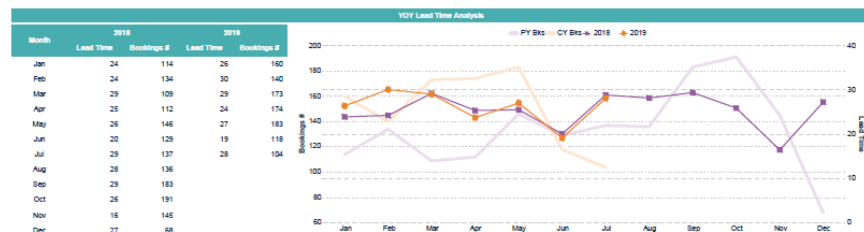
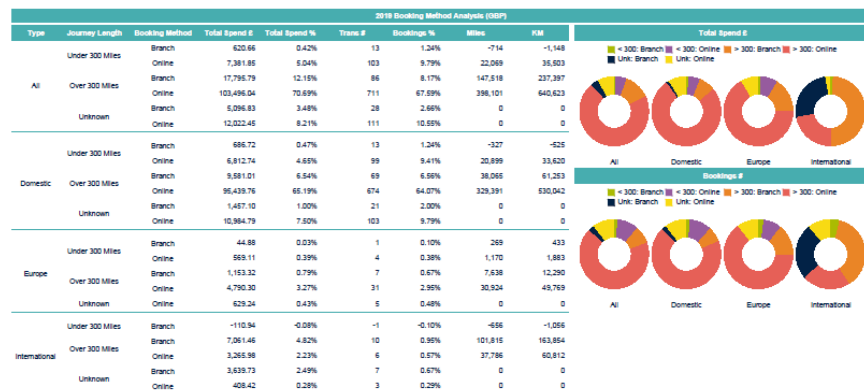
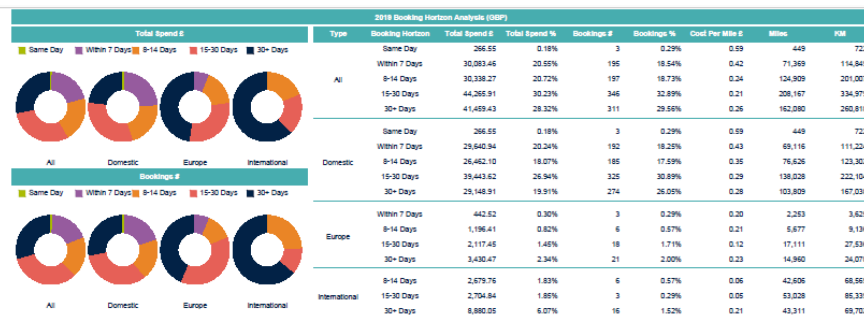




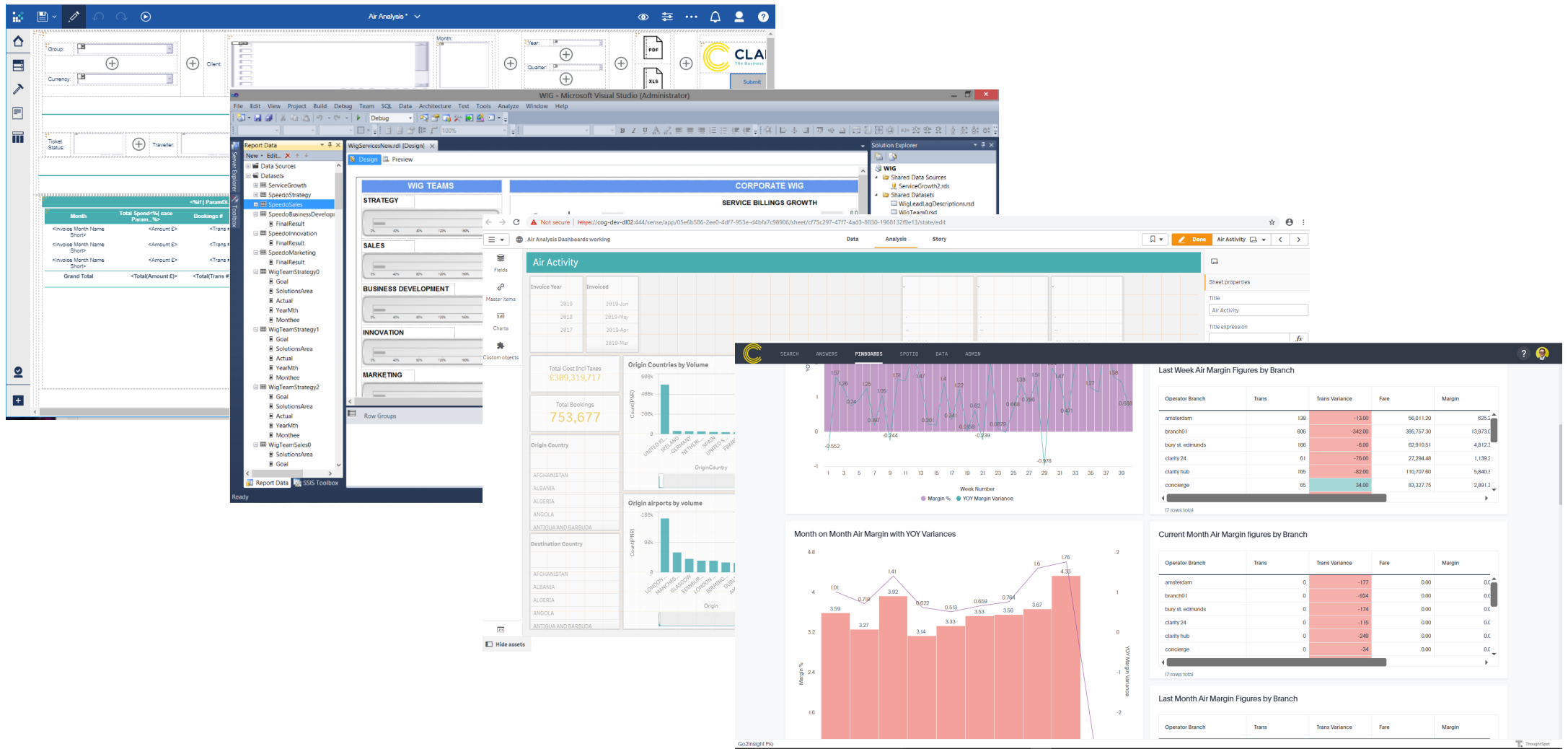
This is today...

Today





Multiple Products





You might as well face it.

Key Benefits



Single Login

Users log in ONCE and securely connect to ALL analytic platforms



Analytics Catalog

Access all reports, visualizations, & content through a single portal



Content Discovery

Leverage filters, search, and metadata tags to easily find assets



Machine Learning

Content recommendations based on similar content and peer activity



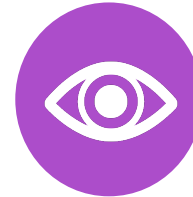
Data Storytelling

Build visually impactful data stories that contextualizes the data



Crowd Sourcing

Ratings and feedback increase awareness, drive content optimization



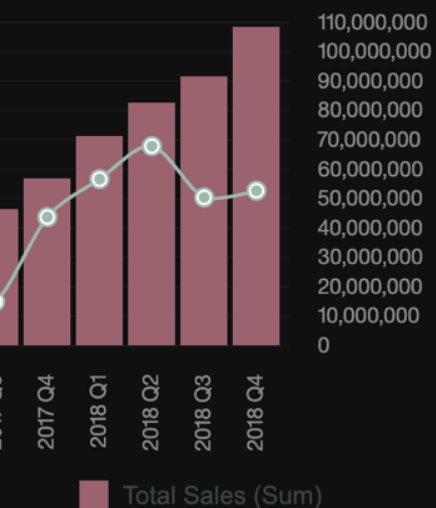
Governance

Monitor user adoption and analytic platform utilization

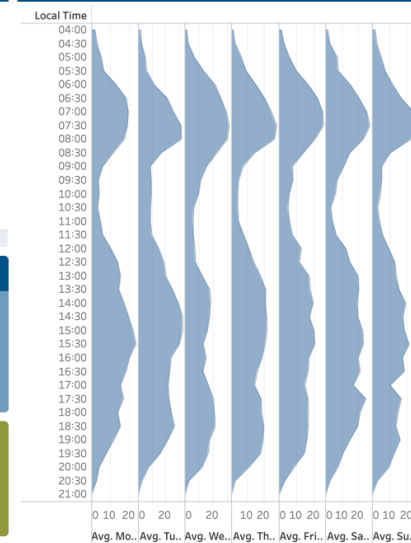
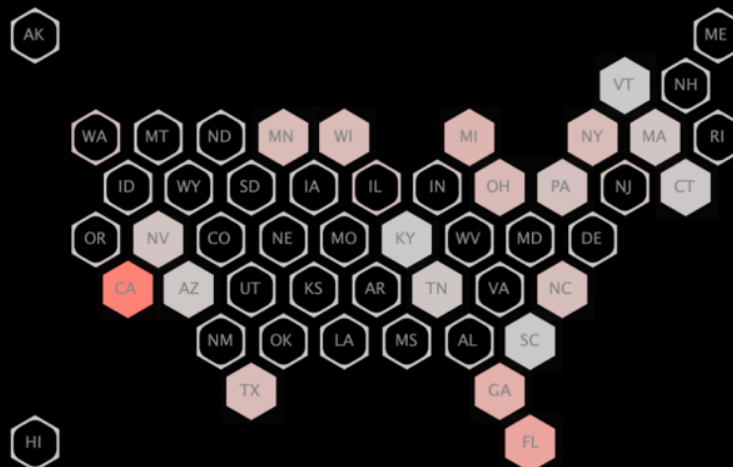


Personalization

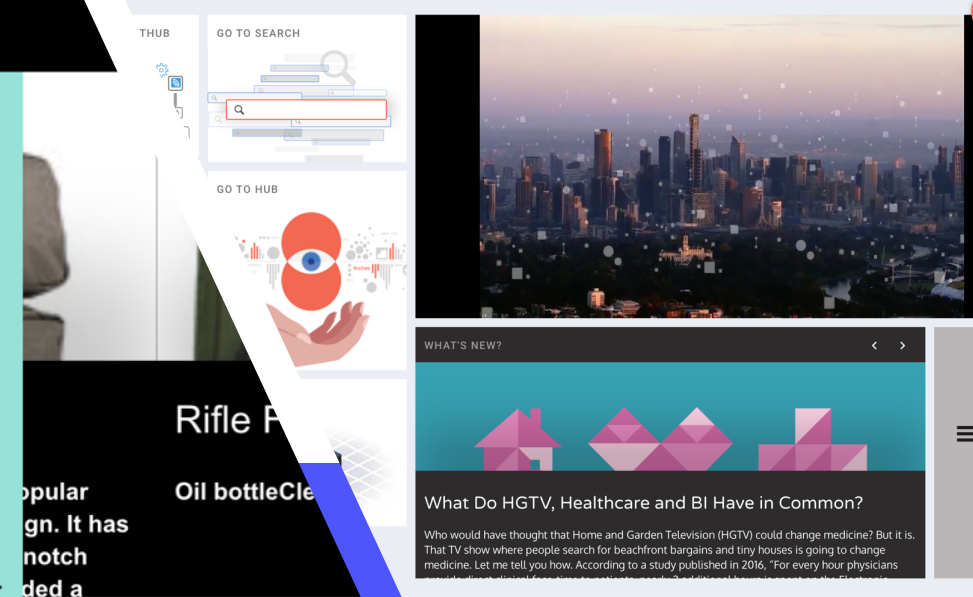
Each user has a custom experience, based on permissions and usage



COMPLAINT ACTIVITY BY STATE (TABLEAU)

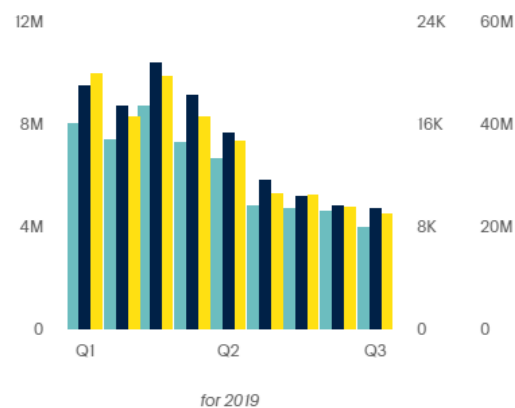


LATEST PROMOTIONS (RSS)



The Result?

Year to date spend, mileage and bookings



Go2Insight Pro

ThoughtSpot

Current year to date headline spend

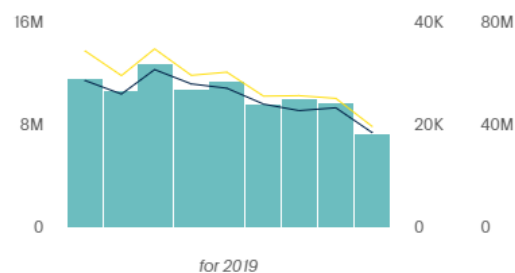
Monthly InvoiceDate	Total TotalCostInclTaxes	Total Count BookingReference	Total Miles
Jan 2019	8,086,469.83	19,136	50,317,369.78
Aug 2019	4,675,197.16	9,819	24,231,381.02
May 2019	6,760,722.76	15,510	37,079,384.36
Feb 2019	7,447,613.65	17,582	41,930,479.01
Mar 2019	8,787,877.73	20,981	49,800,358.83
Jun 2019	4,881,511.24	11,749	26,854,786.75
Apr 2019	7,378,311.03	18,444	41,927,232.90

9 rows total

Go2Insight Pro

ThoughtSpot

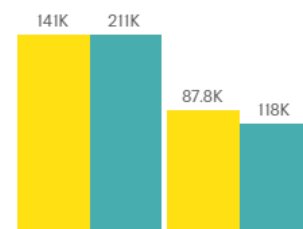
Current year to date headline spend, bookings ...



Go2Insight Pro

ThoughtSpot

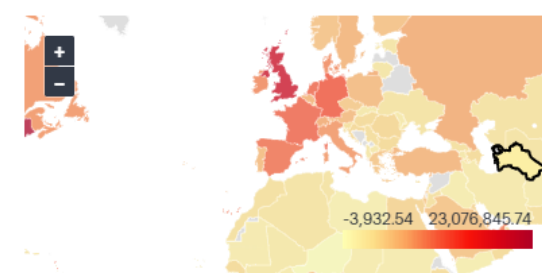
Booking method by volume



Go2Insight Pro

ThoughtSpot

All destinations by spend - year to date



Go2Insight Pro

ThoughtSpot

VIEW PINBOARDS

8 pinboard insights ^

SPOTIQ ANOMALY

↑ 583%

Higher Total FareTaken of 01/01/2019 < 10/07/2019 compared to average

Top 10 Travellers

SPOTIQ CORRELATION

1

Positive correlation for Total FareTaken and Total Savings

Fare Taken, Savings, Savings Decline...

SPOTIQ ANOMALY

↑ 4092%

Higher Count TicketNumber of nhs group for branch compared to average

Overall online adoption

SPOTIQ CORRELATION

1

Positive correlation for Total CO2 and Total SavingsDeclined

Headline Rail figures by month

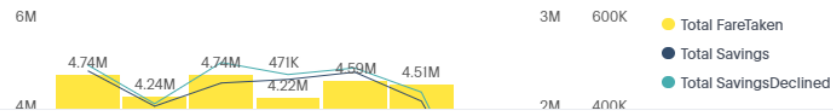
Load more v

InvoiceDate: >= 01/01/2019 < 10/07/2019 BookingHoriz... 15-30 days, 30+ days, 8-14 days, same day... BookingMeth... branch, online, {Null} TicketCatego... advance, anytime, carnet, group, not avail...

Top 10 Travellers



Fare Taken, Savings, Savings Declined by Invoice Month



Overall online adoption





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